



## FOR IMMEDIATE RELEASE

**Over 1,000 participants raise \$750,000 to fight cancers below the waist in 10K Run/5K Walk**

***Sunnybrook's Underwear Affair®, presented by Shoppers Drug Mart, sheds light on cancers 'down there.'***

**August 24, 2008 – TORONTO** On Saturday, August 23, more than 1,000 enthusiastic runners and walkers came together at Woodbine Park at the Beach to dress down and get active in support of cancers below the waist. Sunnybrook's Underwear Affair®, presented by Shoppers Drug Mart, a 10K run/5K walk, raised \$750,000 for critical cancer research. Cancers below the waist such as cervical, colorectal, testicular and ovarian are among the most commonly occurring cancers in Ontario.

"We are thrilled by the support that our community and our presenting sponsor, Shoppers Drug Mart, have given Sunnybrook and our Odette Cancer Centre," said Kevin Goldthorp, CEO of Sunnybrook Foundation. "The money that has been raised today will fund vital cancer research at our Odette Cancer Centre. As importantly, this event has made it easier for everyone to talk about cancers that occur below the waist. The funds raised and increased awareness will save lives."

Runners and walkers came from all backgrounds, each with their own story as to why they took part.

"Just a few short months ago I was diagnosed with cervical cancer," said top fundraiser, Allison Decker, who raised \$10,000, and is a cancer survivor. "My treatment at was completed on June 5, and in July my oncologist had a peek 'under the hood' and gave the thumbs up. The care that I received at Sunnybrook was outstanding and with the proceeds from this run and walk, they'll be able to continue providing that care to everyone who comes through their door that needs it."

The top team fundraisers was Sunnybrook's own "The Dazed and Transfused," who together raised over \$21,000. The team consisted of members of the Transfusion Medicine Program at Sunnybrook and their families and friends.

"This unique event has not only helped us raise much needed funds for our cancer centre, but has also got people talking about cancers that are still considered 'taboo' by many," said Dr. Linda Rabeneck, Regional VP, Cancer Care Ontario and VP, Regional Cancer Services, Sunnybrook. "I'm overjoyed with the enthusiasm of the participants, and the money they have generated, so I extend my deepest gratitude to all of today's runners and walkers, and those who came out to support them."

### **About Sunnybrook Health Sciences Centre:**

Sunnybrook Health Sciences Centre is transforming health care through the dedication of its more than 10,000 staff members who provide compassionate and innovative patient-focused care. An internationally recognized leader in women's health, academic research and education and an affiliation with the University of Toronto distinguishes Sunnybrook as one of Canada's premier health sciences centres. Sunnybrook specializes in caring for newborns, adults and the elderly, treating and preventing cancer, heart problems, orthopaedic and arthritic conditions and traumatic injuries.

**CONTACT**

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